

INITIAL SERVICE AND PRICING EXAMPLES

AI & Organic Visibility Support for Stony Brook CPOE

Overview options for Continuing, Professional and Online Education priorities, including the School of Professional Development, Pre-College Summer, and selected graduate/professional programs.

ONE-TIME CONSULTING OPTIONS

Audit, Roadmap, and Custom Consulting Options

Fixed-fee options give Stony Brook a practical way to align priorities before moving to implementation or ongoing support.

AI & Organic Visibility Audit

\$10,000

one time

Review CPOE web presence, including SPD, Pre-College Summer, and selected priority programs.

Outputs include AI/search visibility observations and practical improvement opportunities.

Audit + 6-Month Roadmap

\$14,000

one time

Includes the audit plus a sequenced plan for priority actions across programs, pages, content, entity signals, articles, and video opportunities.

Custom Consulting Projects

TYPICALLY

\$20,000 - \$25,000

Starting at \$10,000

Scoped projects may include deeper program analysis, content strategy, semantic triples, team enablement, or implementation guidance. May include implementation on a defined scope of work.

SEPARATE TRACKING & REPORTING PRODUCT

Dashboard & Analytics

A separate setup and monthly reporting layer that can support audit, consulting, or ongoing SEO work.

Dashboard & Analytics setup

\$3,640

One-time setup for analytics assessment, implementation planning, tracking configuration, Looker Studio dashboard, and AI visibility tracking setup.

Dashboard, Analytics & Reporting

\$940

per month

Includes dashboard access, analytics support, AI visibility tracking, AI traffic performance reporting, and monthly reporting.

Included with Dashboard & Analytics

Analytics assessment, plan, and implementation

Inventory tracking configuration

GA4, Search Console, and Bing Webmaster Tools review

Primary/secondary conversions and GA events

Looker Studio dashboard

SMART goals, inquiries, rankings, and traffic

AI traffic and visibility reporting

Monthly insights report and review meeting

ONGOING AI SEO SUPPORT

Monthly Support Options

Required setup for ongoing SEO

\$7,500

One-time setup for onboarding, access, goals, initial analysis, prioritization, and the first AI/organic SEO strategy plan.

Foundational

\$10,000

per month

AI SEO support for 2 active focus programs.

Recommended

\$14,000

per month

AI SEO support for 3 active focus programs.

Expanded

\$18,000

per month

AI SEO support for 3-4 active focus programs plus ad hoc needs.

Included across ongoing AI SEO support levels

Entity, keyword, and topic strategy

Program page and content optimization

Internal linking and structured data guidance

Blog content for topical authority

Technical SEO: crawlability, speed, mobile health

Link and citation opportunities

YouTube and LinkedIn content optimization opportunities

Three-month prioritization and roadmap updates